

The mission of the Forest Park  
Conservancy is to maintain, preserve  
and protect the City of Portland's  
Forest Park to enhance its value  
as wildlife habitat and for the  
use and enjoyment of the public.

# The Forest Park Conservancy 2010 Annual Report *of Giving*

A commitment to Forest Park will help to preserve a resource at risk. The time is now.

## A Call to Action from the Executive Director

I SHARE WITH EACH OF YOU A COMMITMENT to protecting and stewarding our region's natural areas for future generations. None is more important than Forest Park, which sits like a fulcrum in a region intertwined by a system of trails, open spaces and parks. Its 5,156 acres contribute to our clean air, clean water and quality of life. The City Club of Portland, which helped establish the park over 60 years ago with the help of city visionaries, released their report in June of this year on the current state of Forest Park. It affirmed the Conservancy's message: the park is at risk. The Conservancy stands with a cadre of partners in calling for a renewed commitment from the city of Portland and its regional partners. It is no longer "okay" to simply balance the competing demands on Forest Park; we will balance it right out of existence if that is our course of action. No, we must step up and embrace the privilege and the obligation of stewardship of this jewel and the vast 30,000 acres of regional natural areas, trails and parks that extend from its wide green embrace. Every generation has had to realign itself around the promise that Forest Park represents; now it is our turn. Just as civic leaders asserted the value of setting aside the west hills six decades ago, so it is our responsibility to champion Forest Park's health and invest in its restoration so that six decades from now, when most of us will be long gone, others may appreciate Forest Park as a place of exquisite refuge and recreation.

What can you do? Become a member. Commit to a sustaining gift through a monthly contribution. Secure an employer match for your gift. Contribute through the *2010 Willamette Week Give!Guide*. Underwrite and volunteer for our April 2011 Earth Day, Day of Stewardship. Make a generous, tax deductible, donation today. Detail an estate bequest. Make a tribute gift. Sign up for a volunteer work party: every Thursday and third Saturday, or call us to organize one for your group.

Whatever you do, do it now.

**MICHELLE BUSSARD** Executive Director

## Forest Park Conservancy's Ancient Forest Preserve

**STEPHEN HATFIELD** Stewardship Director, Forest Park Conservancy

THE FOREST PARK CONSERVANCY owns a 38-acre private parcel several miles north of Forest Park known as the Ancient Forest Preserve. The property was acquired in 1993 thanks to the generous contributions of over 5,000 donors responding to the "Adopt an old growth tree" campaign launched by Friends of Forest Park.

On the property, 29 of the 38 acres are mature Douglas-fir forest that has never been cut, although significant portions of the parcel were impacted by a wildfire in the mid-1800s. The remaining 9

acres were logged and replanted in 1990, along with the adjacent land to the north that is now owned by Metro.

Over the past several years, The Forest Park Conservancy's field crew has worked to take care of the property, maintaining the 0.7 mile trail through the preserve and removing non-native invasive species including English holly (*Ilex aquifolium*) and Himalayan blackberry (*Rubus discolor*).

The Forest Park Conservancy hosts regular guided tours of the Ancient Forest Preserve from

August through November. A pair of bald eagles has nested on the property since 1998, and January through July represents a sensitive time for re-establishing the nest, breeding, and fledging. For more information on visiting the Ancient Forest Preserve, please visit the Forest Park Conservancy website at: [www.forestparkconservancy.org](http://www.forestparkconservancy.org).

*"Metro taxpayers invest in Forest Park because it is one of the area's natural treasures, making the whole region more livable, well beyond the Portland city limits."*

**DAVID BRAGDON**

Former Metro President

## President's Perspective

**DAVE GARTEN** Professor of Business, Portland State University

2009-2010 was a very important year for Forest Park – a year that brought progress on the ground and a foundation for the future. Thanks to your support, the Conservancy's trail crew and 1,500 committed volunteers increased restoration and trail work by 20 percent. Financial contributions and volunteer hours were up significantly, showing a deep community commitment to the park even in a difficult economy. We thank many generous friends including The Standard, Keen, REI, Northwest Natural, and Portland General Electric.

The release of the City Club report on Forest Park helped provide focus for the coming years. This public admission of the park as "threatened" is a milestone in itself, and the basis for our exciting public awareness campaign that will strengthen Forest Park's cause. In addition, the Conservancy signed a significant collaboration agreement between the Conservancy and Portland Parks and Recreation. This agreement establishes a collaborative mission to work toward a healthier Forest Park. We thank Commissioner Nick Fish and Parks Director Zari Santner, our colleagues at PP&R, the City Club of Portland, our supporters, and volunteers for a great year and a strong foundation for the future.

We can do this, but it will require the shared efforts of many. Fortunately, we're not alone.

## The Power of Partnerships

FOR MORE THAN 100 YEARS, THE STANDARD – a financial services company – has helped customers secure their financial futures. The company has offices across the country but was founded in Portland, Oregon, and has deep roots in the community. The Standard has long partnered with nonprofits to strengthen the communities where its' employees and customers live, work and play.

The strong partnership with the Forest Park Conservancy, based on a unique shared history with Forest Park, is a perfect example.

Garnett "Ding" Cannon, past president of The Standard, was instrumental in helping establish Forest Park more than 60 years ago. Working with other community leaders, Mr. Cannon was a strong force behind the initial City Club report that created the necessary impetus to set aside the park. Much has changed since then, including the kinds of pressures faced by Forest Park, but one thing has remained constant: the commitment of employees at all levels of The Standard. For decades now, employees have volunteered to work in the park, combating invasive plants and supporting trail maintenance efforts. Most recently, during a Day of Caring, key officers of the company – including president and CEO Greg Ness – spent half a day building a turnpike on Wildwood trail and removing invasives.



ORION LARSEN

**LEFT:** Nick Fish, City Commissioner, and Greg Ness, president and CEO of The Standard announce a three-year partnership with The Forest Park Conservancy at an event for employees of The Standard and media in Sept. 2009.

**BELOW:** Phil Derby, quality assurance specialist at The Standard, brought his daughter to a Day of Caring in Forest Park.



THE STANDARD

John LeFante made a promise to get involved. Twenty years later, his commitment remains stronger than ever.

## Why it's important to me to be part of the solution

**JOHN LEFANTE** *Region 6 General Manager, DeAngelo Brothers, Inc. Board Member, Forest Park Conservancy*

OVER THE PAST 20 YEARS, I'VE been involved with the identification and control of invasive species throughout the United States. During those years I've directly observed how these invaders can overwhelm the best efforts in their unending pursuit to create a monoculture that is uninhabitable by flora, fauna and wildlife. I've met and helped hundreds of people every year who have the same goal: the control of invasive species in order to promote a healthy and diverse environment. It is a long, sometimes frustrating, journey; however, you don't stay with something for 20 years unless you have a passion for solving the issue. I want to solve the issue. To sum it up, I've seen what can go wrong when you don't get involved. Since I have the ability to make a difference, I plan on making a difference and therefore have made a promise to myself to be a part of the solution. 🌲

### Media Partners

IN JUNE 2010, WITH CREATIVE AND STRATEGIC leadership from Borders Perrin and Norrandner, and contributions from CMD, The Conservancy launched our major public awareness campaign, *Forest Park is at risk*. So far, it has attracted more than \$500,000 in print, electronic, broadcast and outdoor advertising media investments. The campaign asks our local community to get involved: join, volunteer, donate.

To learn more: [www.restoreforestpark.org](http://www.restoreforestpark.org); and, for more information about how to truly get involved, contact *Executive Director*, Michelle Bussard at: [michelle@forestparkconservancy.org](mailto:michelle@forestparkconservancy.org)

**MEDIA PARTNERS:** *Portland Monthly, Oregonlive.com, Willamette Week, Alpha Broadcasting, Clear Channel Outdoor Advertising,*

*"Willamette Week has many reasons to join the campaign for Forest Park. First, our offices are nearby, and all of us are aware of its wonders. Second, this is a city of parks, and Forest Park is the biggest. Third, the passion of Lori Gaffney, of Borders, Perrin and Norrandner, and Stephen Grieco is beyond infectious. Finally, over the years my family and I (and our dogs) have taken enormous pleasure from hiking the park and running Leif Erikson Drive."*

**RICHARD H. MEEKER** *Publisher, Willamette Week, Willamette Week's FLINDER, and wweek.com*

*"Clear Channel Outdoor is proud to be a supporter and business partner of The Forest Park Conservancy's work. We believe it is important to restore Forest Park to its natural state so future generations can appreciate and enjoy this natural resource."*

**BRAD PARSONS** *President, Clear Channel Outdoor Oregon & SW Washington*



Portland Parks and Recreation is fortunate to have a strong partner in the Forest Park Conservancy. We could not preserve and manage the natural gem that is Forest Park without the tireless work of Conservancy volunteers and professional staff, and the generosity of its donors. We look forward to deepening our relationship with The Forest Park Conservancy."

**NICK FISH** *City Commissioner*

### Anchor Partners

#### PORTLAND GENERAL ELECTRIC

**JIM PIRO**  
*President and CEO*

At Portland General Electric, our mission is to be a company our customers can depend upon to provide electric service in a safe, responsible and reliable manner. At the same time, we have a proud history of being a leader both in the community and of environmental stewardship. That is why we are a proud supporter of The Forest Park Conservancy.

Because Forest Park lies within PGE's operating area and has major transmission lines located in it, we partner with The Forest Park Conservancy to ensure our system remains safe. We do this by monitoring and maintaining trees adjacent to those lines to help prevent problems, like uprooting of trees, which may cause power outages. In addition, PGE volunteers also participate in events like Forest Park Day of Stewardship to plant compatible vegetation that will not grow into those transmission lines.

And, because PGE employees strive to make a difference in the communities where we live and work, we look forward to continuing to support The Forest Park Conservancy's efforts to ensure the preservation and enhancement of this great urban park.

#### KEEN

**CHRIS ENLOW**  
*Care & Community Manager*

Our backyard is Forest Park. It is vital to the health of our community. It is a place where people of all ages can explore the outdoors, create, play and care – the way of life we call HybridLife. Our 'backyard' park is in need of good stewards who get it! Vital to a healthy Forest Park is connecting the dots between the City, its residents and local businesses to protect and restore this urban jewel. KEEN has been an active funder and contributor of volunteers and board participation since 2006. Core to our company's values is supporting causes we believe in and The Forest Park Conservancy is doing just that.

*"Forest Park is one of the reasons Portland is a great place to live. I'm grateful for it and I know many of our customers are. Even though it's right in our backyard, we need help navigating it because it's so big! The maps (Hiking & Running Guide to Forest Park) are an amazing tool and have helped me discover corners of the park I didn't know about before. I'm happy to help support the park by selling the maps"* **SERENA HANKS** *New Seasons*



**THANKS TO ALL WHO HAVE** purchased the Conservancy's *Hiking and Running Guide to Forest Park!* Make your next purchase at New Seasons, REI, Powell's Books or on-line at [www.forestparkconservancy.org](http://www.forestparkconservancy.org), or at our offices (9-5): 1505 NW 23rd Ave., Portland.

### Stewardship

#### VOLUNTEERS

**Work Parties and Days of Stewardship**  
In March 2008, the Conservancy inaugurated Days of Stewardship drawing 200+ volunteers into Forest Park to maintain trails and restore areas in poor-to-fair condition and we went from 301 annual volunteers to 1,000+. Never have so many volunteers gathered in the name of Forest Park's health! In 2009/10, the Conservancy hosted a total of 1,500 volunteers who contributed 10,000+ stewardship hours valued at nearly \$208,000! The Conservancy extends its gratitude to all of our loyal and dedicated volunteers. Here's what some of those extraordinary individuals had to say.

*"I love being able to help preserve the natural areas of Oregon. The work is hard, but fun, and I can instantly see the difference I am making."*

**MICHELLE REERS** *Volunteer*

*"I feel removed from the hustle and bustle of the city when I'm in Forest Park, so what better way to be appreciative of the park experience than to help take care of the resource."*

**NATALIE MARBURGER** *Volunteer*

### Tributes and Memorial Gifts

FOREST PARK OFFERS A SILENT REFUGE amidst the ever-changing always evolving complex web of seen and unseen life. It is a place that offers solace and personal reflection and that can hold both our grief and our joy. Remembering a friend or family member with a tribute gift is one way of celebrating life's occasions and marking its passing. The Conservancy was honored to accept memorial gifts on behalf of Nancy Bergson, Monty Smith, Dave Terry, and Richard Allen.

This year, The Conservancy joined many in mourning the loss of two dear friends and long time supporters: Monty Smith and Terrie Thompson.

Monty Smith, former Board member and 2005-2008 President of Friends of Forest Park, Wildwood walker extraordinaire, and a leader in evolving The Forest Park Conservancy, took his life on June 5, 2010. Monty was an astonishing man: a courageous mountaineer, a Bruce Springsteen aficionado who inspired young adults all the way on the other side of the country to start a radio program, passionate about the wonder and majesty of the outdoors and loving and generous in so, so many ways. To honor and carry on Monty's tradition, Rick and Wanda Amodeo will lead a hike along the entire 30.2 miles of the Wildwood the day after Thanksgiving. For more information, contact Rick at: [ricka@aaieng.com](mailto:ricka@aaieng.com).

We also lost Terrie Thompson, February 12, 2010 to a valiant struggle with lung cancer. Terrie was a gifted graphic artist who was fiercely dedicated with unfailing perfection to the six new trailhead signs in Forest Park and long before that, to the Friends of Forest Park's newsletter. Terrie loved big vistas – the vast view to possibilities – right out her front windows.

Life was always about possibilities for Terrie and Monty and both have left us with a legacy: the courage to face uncertainty with bravery and grace. May the memories of these two very special people continue to inspire us to always do our best work regardless of the outcomes. 🌲

Please visit: [www.forestparkconservancy.org](http://www.forestparkconservancy.org)

### Advocacy

#### VOICES

Forest Park Neighborhood Association, Carol Cheserak, Rural Reserves, Neils Krabbe, Cornell Road Association, The Intertwine, Off Road Cycling Committee, Measure 37. The Conservancy remains Forest Park's strongest advocate by collaborating with dedicated partners, standing strong against threats to Forest Park's boundaries, and ensuring we have a voice at the table.

*"I give to the Forest Park Conservancy because "the park belongs to me." Since we moved into this neighborhood 21 years ago, I have felt invested in the well-being of this precious resource. I know that the park cannot manage itself. I know that it needs the stewardship of many to sustain the quality of the park we love. I also know it is more at risk today than when I first got involved, therefore I now give regularly. Because our giving level can be just a modest one, I choose to be a part of the sustaining stewardship initiative by giving monthly."* **BETSY WRIGHT** *Former President, Friends of Forest Park*

**Giving now**

*“It’s our pleasure to contribute each year. Forest Park means so much – solace, protection, activity, escape, connection, but if I had to sum up its true meaning, it’s this: Forest Park is Life. It’s teaming with animal and plant life, it teaches outdoor life, it refreshes the city’s life and it’s an integral part of our life. It truly can’t be any simpler than that.”* **JOHN & SUZANNE EBERLE** *Loyalty donors*

# Corporate and Foundation Partners

**Corporate and Foundation Partners**

Three years ago, the Conservancy initiated a corporate partnership with KEEN Footwear because they shared the vision of the Conservancy and the value of Forest Park to the HybridLife. In August 2009, The Standard made a 3-year \$150,000 gift. The Conservancy accelerated its corporate outreach program and today salutes KEEN, The Standard, and those companies who have steadfastly contributed to the health of Forest Park for the past three years. Joining our circle of Corporate Partners are a wide range of businesses that know the value of investing in Portland’s quality of life and doing so by making a contribution to Forest Park’s health.

The Standard  
Maybelle Clark Macdonald Foundation  
Keen Footwear LLC  
Metro  
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Intel  
NW Natural Gas Company  
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Capital Pacific Bank  
Wohlgermuth Family Foundation

**ABOUT THE PHOTOGRAPHER**

**BRUCE MACGREGOR** *www.brucemacgregorphotography.com/*

For more than three decades, Bruce MacGregor has been creating photographs that tell stories about man’s relationship to the land. His essay on *A Year in the Long Life of Forest Park* (one of four exhibits hosted by Portland’s World Forestry Center in 2009) is about the thinning boundary between society and nature. We are blessed that Bruce has been such a gracious partner and provider of images that capture the magic of Forest Park. Visit: [www.brucemacgregorphotography.com](http://www.brucemacgregorphotography.com)

**In-kind Donations**

The Conservancy is committed to maximizing our donor’s contributions by securing a variety of in-kind gifts that leverage our resources and contribute positively to the bottom line. Huge thanks go out to those individuals and companies that have made generous in-kind gifts.

Borders Perrin & Norrander  
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# Individual Contributors

**The power of the individual**

For the last 3 years, the Conservancy has intentionally kept its annual membership fee at \$35 to encourage engagement. All who gave \$35 or more became a voting member and helped shape the Conservancy’s leadership. And while our membership numbers remained static, the average gift increased! Thank you to all of our members and especially to those who increased their giving!

The Conservancy is honored by those who have steadfastly maintained a generous stewardship commitment for the last five years and offers its deepest gratitude for the unflagging support.

**Loyalty Circle****\$1,000+ FIVE-YEAR DONORS**

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**Giving now**

*“Most people know me as a business guy, someone who is particularly interested in economic development, growth and jobs. What often seems to get missed is that Oregon’s unique environment plays a major role in laying the foundation for that opportunity. Forest Park is a great part of that fabric in the metropolitan region. It provides a place for children to learn, teens to breath, and adults to break away from the congestion and stress that is the reality of a modern urban center. Without the great work of the Conservancy, we would lose the assurance of the health of the watersheds that Forest Park originates, the wildlife habitat that Forest Park sustains, and the forest canopy that is critical to the regions ecology. Contributing to the Conservancy is one of the best investments to guarantee that we leave Forest Park as a legacy to the future. Each time my wife and I make a contribution to the Conservancy, we are simply saying ‘thank you’ that part of our quality of life that Forest Park itself has bequeathed to each of us.”* **JIM IRVINE** *Loyalty donor*

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Portland Parks & Recreation is the owner and land manager of Forest Park. The Conservancy provides value-added services and collaborates with PP&R on restoration and trail maintenance activities in Forest Park.

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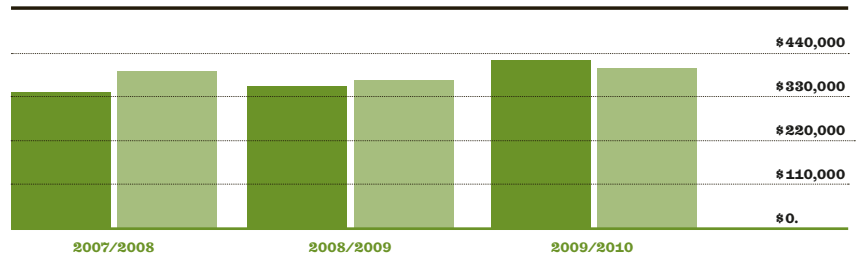


# Financials

## Growth

| YEAR      | Revenue    | Expenses |
|-----------|------------|----------|
| 2007/2008 | \$ 341,969 | 379,952  |
| 2008/2009 | \$ 360,018 | 365,499  |
| 2009/2010 | \$ 432,854 | 430,062  |

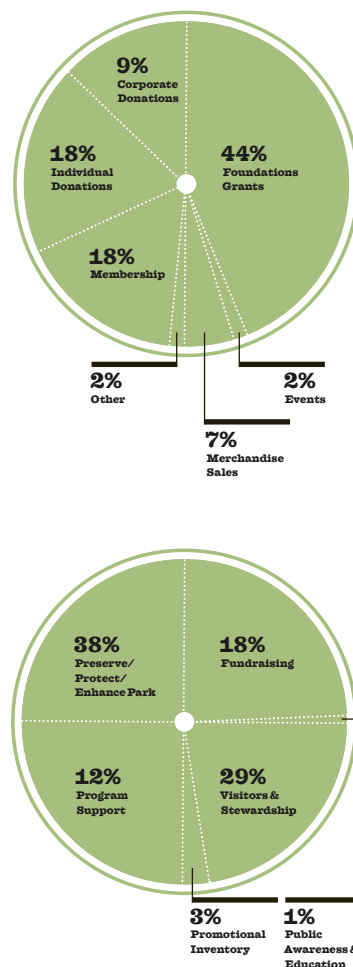
## Annual Growth Comparison



## Revenue and Expenses

| REVENUE FY 2009/2010 |                   |
|----------------------|-------------------|
| Membership           | \$ 77,291         |
| Individual Donations | \$ 78,937         |
| Corporate Donations  | \$ 38,198         |
| Foundations/Grants   | \$ 187,293        |
| Events               | \$ 10,622         |
| Merchandise Sales    | \$ 28,756         |
| Other                | \$ 6,968          |
| Unrealized Gains     | \$ 4,790          |
| <b>Total</b>         | <b>\$ 432,854</b> |

| EXPENSES FY 2009/2010          |                   |
|--------------------------------|-------------------|
| Program Support                | - \$ 49,107       |
| Preserve/Protect/Enhance Park  | - \$ 163,087      |
| Fundraising                    | - \$ 78,532       |
| Public Awareness and Education | - \$ 5,064        |
| Visitors and Stewardship       | - \$ 122,604      |
| Promotional Inventory          | - \$ 11,665       |
| <b>Total</b>                   | <b>\$ 430,062</b> |



The Conservancy is pleased to share with our many generous and steadfast contributors that we ended FY10 solidly in the black by being attentive, accountable stewards of your donations and grants. Our income of \$428,064 represents 16% increase over last year against expenses of \$430,062 which represent only a 5% increase.

KEEN Footwear, a long-term believer and investor in The Conservancy, was joined this year by The Standard with its remarkable first year of a three year gift totaling \$150,000. Contributing to the Conservancy's cadre of corporate supporters, we enjoyed REI's continuing generosity and welcomed Intel, Portland General Electric, NW Natural, Fit Right, Symantec, and Icebreaker, among others. Public funders: Metro and West Multnomah Soil and Water Conservation District also continued to invest in the Conservancy's vision of a healthy Forest Park. Individual contributors also continued to represent a significant share of total giving. The Conservancy was honored by several generous bequests and tribute gifts as well. And, our *Hiking and Running Guide* continued to sell well at loyal, local retailers: New Seasons, REI, Food Front and Powell's Books. Accounting for a slight increase in expenses was our commitment to increasing our fundraising and volunteer management capacity with the purchase of new donor database software; a move to new space at 1505 NW 23rd, and a significant website upgrade that generated as much if not more in-kind than it cost. A hearty thank you to everyone who invested in the Conservancy which in turn invested in Forest Park's health.